

# Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

VOL. I, NO. 17

Boyce Hot Springs, Calif.

Friday, Oct. 21, 1955

By mail: \$1 per year. Pickup, free.

## The Harvest Moon is ripe in the Valley of the Moon

Your Moonbeams this week is different. Don't know whether you'll like it as well, and don't believe the format this week will be permanent; but there are about three longer articles, and as a consequence a lot of our little ads may be bunched together, rather than interspersed between paragraphs. (Please tell us how you like it.)

**NEW DADDIES! BOB'S Cigar Store (Sonoma)** is where you can get those banded cigars—Boy or Girl. Be prepared!

**THIS SUNDAY! Famed Swiss music from San Francisco.** Big day for the Swiss—for everybody. **LITTLE SWITZERLAND, El Verano.**

Little Switzerland in El Verano is coming up with a real Swiss celebration this coming Sunday, Oct. 23. Big attraction is the Fessler orchestra from San Francisco, a real topnotch aggregation, which will be on the platform all through the day. Take it in. You'll learn a lot about the Swiss, what they eat, drink and dance.

**FOR THAT COSTUME** for your kiddies Halloween party or parade, see **RUGGLE'S VARIETY STORE, Sonoma.**

**LEE STARRETT, at the Bathhouse.** Masseur for reducing and good health. Slenderizing for everybody. Famed thruout California.

**SCHOOLS DON'T TEACH THIS:** Television is often described as being educational for children. This is very true. If you take a quick check you'll find that they know: The meaning of deodorant; the best thing for a sore throat is a cigaret; beer is no good unless it's light and dry; baseball players never eat oatmeal during breakfast; candy is so good for you; little girls should have home permanents.

**Go out and see FRANK LYNCH, local Valley real estate broker, at beautiful PUEBLO PARK, 2 blocks east of Sebastiani Winery in Sonoma.** Nothing down to GIs, only closing costs. **FHA and conventional financing to non-vets.**



Little Natalie Wood (not so little anymore) was on Panorama Pacific Wednesday. She claims her home is Santa Rosa, also San Francisco, but she has spent a lot of time here with her uncle and aunt, the George Sauchenos. Saw her about eight years ago as a young kid. Now she's a glamorous teenager nearing 20, and Warner Brothers say she'll be their next big star. One of her new pictures will be shown in early November at the Alcazar, San Francisco.

**B & L LAUNDROMAT, Feters Springs. Equipment the finest. Lots of it. No waiting. Cost low. Try us out!**

**PAUL'S OLD RANCHERO, Verano. Special rates to groups from Monday to Thursday. Finest dinners. Paul Jr. entertains.**

And here's a cutie: Men do strange things. They buy their football tickets in June and their wives' Christmas presents on December 24. This from a Kentucky editor, but it's true everywhere.

**OUR RESORT, El Verano, has Melina and Harvey as your hosts. Our draft beer is delectable and we're plenty good on mixed drinks.**

**GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.**

#### **WE VISIT THE GAMBLING HELLS!**

Now it's true many of you won't be even slightly interested in the following story. But we promised so many people we'd tell 'em all about the Lions club trip to Stateline and also about the fiendish proprietors of the "dens" at the Nevada state line, that you can read it or skip it as you choose. But we're obligated!

**ROY'S UPHOLSTERY SHOP, Boyes. Your chesterfield, chairs, can be made good as new, at exceptionally low cost. Estimates.**

Chronologically, here's what happened:

Got on the bus at the Woodleaf, Boyes Hot Springs, at 1 p. m. Saturday—29 Lions, their wives and a few friends. There were boxes of cookies from Mrs. Ricomi of the Woodleaf, and, of course, delectable beverages purchased by the club for the edification of the sojourners.

**BROADWAY BAR, Sonoma. Dance every Saturday night, hill-billy music. Good time guaranteed. Pop and Mom Medros.**

It was our first visit to a den of iniquity—anyway the first in the western part of our glorious United States. We liked every bit of what we saw and did.

**For a mighty good dinner, with your favorite beverage, try us this weekend. Steaks a specialty. MENDEL'S CAFE, Boyes Plaza.**

Our driver was one Verne Prater, who lives in Vallejo, and he was the most courteous and helpful Greyhound driver we ever saw.

---

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. No subscription price, yet. Advertising? Ask us and we'll tell all. Ph. 4500.



## CAN'T WE FIND WAY JUST TO BE LAZY?

( From Memphis Commercial Appeal)

For two or three months now, I have been brooding in a vague, disorganized way over an article on efficiency that appeared in This Week magazine.

It was called "An Extra Hour Every Day," and boy, it was a real double dose of benzedrine. The idea was to show how, if you will only quit being vague and disorganized, you can save extra time—as much as an hour a day—to be efficient in.

Oh, they had it all worked out. A whole parade of experts told how you can increase productivity by eliminating non-purposeful habits. Don't just wander into a barber shop and wait your turn—make an appointment in advance! Lay out your clothes the night before! Learn to read faster! Practice doing two or more things at the same time! Channel your actions!

One man, I remember, even told how the medicine chest in your bathroom should be reorganized so when you reach for the toothpaste you don't have to move the shaving cream to get it. Over a period of years, it was indicated, this one simple measure can save whole minutes.

It seems to me the time is ripe to consider the other side of the matter. Dadgummit, what we need to learn is how to WASTE an extra hour a day.

How can we get into comfortable ruts and stay in them? How can we cut down on efficiency and doze a little? How can we make our habits less purposeful?

These pressing problems will not be answered easily. For one thing, some of our finest experts on inefficiency are afraid to admit their identities, lest economic reprisals follow. For another, true inefficiency cannot be achieved by memorizing a set of rules. It is an art that must be acquired by the individual.

There are, of course, certain broad general attitudes to be cultivated—a lazy hostility toward alarm clocks, time tables and schedules, an aversion to words like "project" and "goal," a distaste for all forms of responsibility, a habit of daydreaming or actually sleeping on the job.

But beyond these guideposts, each man must learn for himself how to unchannel his actions and make his habits increasingly unpurposeful.

The dream of wasting a whole extra half a day may be slow in coming true, citizens. But won't it be great to try!

Soon moving, but still here all this month. New location Arnold drive near Eldridge. **POWDER BOX BEAUTY SHOP**, Boyes.



**'BUD' THOMPSON** is your experienced barber when you visit the **PLAZA Barber Shop, Boyes. Next to Mendel's. Up-to-the-Minute! Visit FIRESIDE LODGE, Hiway 12, west of Sonoma. Barbecued steaks, chops, chicken are our specialties. Cocktail bar.**

### **FROM SMALL BEGINNINGS**

In Cremona, Italy, three boys were on a street corner. One was singing, one dancing, and the other whittling. One boy said: "Let's go down to the carnival. We will stand nearby and sing and dance and get money from the passersby."

They sang and danced but Tony just whittled. Coins were thrown to them. Tony's eyes opened wide when a man threw a gold coin. "Who is he?" Tony asked. "That is Mr. Amati, the great violin maker."

Next morning Tony went to Mr. Amati's factory and asked him for a job. He said, "Mr. Amati, I can't sing or dance but I can whittle. I love music, because, you see, there is a song in my heart." "That is all that matters, a song in your heart. By the way, son, what's your name?"

He answered, "Antonio Stradivari."

**Order Now! From The ADOBE DRUG Your Christmas Cards**  
**417 First Street West SONOMA Telephone Sonoma 2971**  
**BETTY'S CUT and CURL, Plaza Bldg., Boyes Springs. Expert**  
**Coloring, Permanent Waving, Hair Styling, Shaping.**  
**EL VERANO LUMBER & HARDWARE. Pittsburgh Paints. Com-**  
**plete stocks of Building Materials and Hardware. Phone 2239.**  
**A Small Deposit will hold any article in our store until Christmas.**  
**SONOMA FURNITURE MART, South Broadway. Sal Argento.**

### **THE STORY OF EL VERANO**

**By FRANK PENSAR, with additions by CARRIE BURLINGAME**

The name El Verano was thought to mean "The Summer" but actually interpreted it means "The Green Part of the Year." This name was used to distinguish it from a station on the Northwestern Pacific railroad a mile or so distant by the name of Verano, where the land boom had been unsuccessfully attempted about 1885. The site of this venture was the property now comprising Farrell's Resort and most of Boyes Hot Springs. The site of El Verano for a boom town was chosen by George Maxwell, a businessman of San Francisco, and a local land owner. The Southern Pacific railroad petitioned the city of Sonoma for right-of-way through that city, but the residents and city officials considered that the Northwestern Pacific operating through the town quite sufficient and would give no subsidy. Consequently the Southern Pacific entered the Valley on the western side in 1883. At this time Mr. Maxwell formed a company called the Pacific Improvement company, which purchased around 700 acres surrounding



Then there was a splendid dinner and floor show, and while it was pretty good, we've seen better. But it lasted an hour, and by that time everybody was ready to look over the "joint." By the way, the Lions from the Valley of the Moon were recognized by the emcee, and got a round of applause from the assembled guests, who included a score of U. S. "oriental" editors—Chinese, Japanese, Filipinos, and so on. The Mary Kaye trio was pretty good, the Harrah's Ranchers even better.

**Getting along toward holiday time. We're stocked to the hilt! Gift-ware, cards, household necessities. BOYES VARIETY STORE.**

So there was an evening ahead. The place—or should we say, the places—were crowded to capacity. Probably not one of the Lions' party won anything that lasted, though it's possible some didn't reveal their winnings. But everybody expected to spend a little, and they weren't disappointed.

**EL DORADO HOTEL, Sonoma. Italian dishes are a feature, but we'll serve you in any nationality. Best food in the Valley.**

'Most all of the party got to bed at a respectable hour, though at least two persons spent the whole night pulling those machine handles. They enjoyed themselves, so what's wrong with that?

**FOR SALE—Older home (3 bedrooms) on Keaton Ave. \$1000 down, \$50 month. List your furnished rentals. WOOD-FRANQUELIN.**

**See BILL HULSE for best in house painting. Box 145, El Verano. Will show you recently completed jobs in the Valley.**

So after around 200 miles, we got to Stateline. This side is California. A step away across an imaginary line is Nevada, where everything goes. You even feel a difference in the very atmosphere, which by the way was crisp and cool and very stimulating.

**Most footprints on the sands of time were made by work shoes.**

**VALLEY WATCH REPAIR, Boyes Hot Springs.**

**It's still JUNIOR'S BOYES SPRINGS RESORT, though it's a new management. We're good, too. Let's get acquainted. JOHNNY. LOTSA FREE STUFF**

The entire crowd stayed overnight at Playland, a super motel. Accommodations were luxurious, and we all got a low rate, 'cause it's after season. There even were electric blankets, and a complimentary breakfast the next morning. Can you beat that—anywhere?

**SOL D. BECKER SELLS REAL ESTATE—**

**Every Once in Awhile**

There were rebates, too. Got \$2 free for each person at Wagon Wheel. Got \$1 in nickels and a free drink token at Harrah's, plus a \$2 rebate for each person. You know where all those nickels went?

**VALLEY OF THE MOON CIGARS**

**Ask for Them — Only Handmade Cigars in the Valley**

2011.1.17



The crowds were large, and behavior-wise, perfect. We understand that because of the contributions of the gambling concerns, Nevada state taxes are exceptionally low. We saw nobody who appeared to be one who couldn't afford to lose a previously budgeted amount.

**You'll like RUSTIC INN, Glen Ellen. Jack London did, too. It's sorta historical, and GUNNER and RUTH will welcome you.**

**HAMMOND LUMBER COMPANY, Boyes Hot Springs**

**Get your Lumber, Hardware, Building Materials, right here.**

#### **FOOD COSTS REASONABLE**

We ate at the club, and got a splendid meal for a reasonable price. Cost of drinks was the same as here, but they put more of the potent stuff in them.

#### **LARSON'S LIQUOR & SPORTING GOODS**

**Headquarters for Home Bar Glasses**

**Like Corned Beef? It's a specialty with us every Saturday—for a big dinner or a sandwich. Try us this week. IRISH INN.**

#### **NEWS NOTES—GATHERED HAPHAZARDLY**

You never saw such traffic tieups as there were in Sacramento at about suppertime Sunday. The trip through Placerville (Hangtown) was interesting to many, as were the huge piles of rocks in that general vicinity, remains from hydraulic mining for gold. Up higher there was seen the harvesting of Christmas trees, which likely you'll be buying within a few weeks from now.

**DENNY'S C O G CLUB, main corner, Boyes. Sorta paradise for the sportsman. Best mixed drinks in town. Congenial folks, too.**

The red snow posts are in place alongside the highway, ready for the wintry blizzards soon to come.

**RICHFIELD SERVICE, Plaza corner, Boyes. Fast, efficient service. Lubrication. Batteries and tires. BUD DELANEY.**

Bill Downey was busy on the way home promoting his Fiendish Finance company loans to the now "very, very low" travelers. This could become a big thing, if properly promoted.

**ROZARIO'S PALMS INN, Verano. Favorite hotel in the Valley. Delicious meals, expertly served. Cocktail bar. Banquets.**

The Missus should get commissions from the Stateliners for her laudatory remarks since the visit. She's been passing out literature by the handfuls to all the neighborhood. Harrah's should love her!

**Just outside Glen Ellen is LONDONSIDE, the most unusual place in the Valley. Well worth a visit, anytime. SYLVIA DE CHENE. BUD'S GARAGE in Boyes is your best bet for car repair work of all kinds. Work guaranteed. Calle del Monte, opp. Food Center. BOYES SPRINGS FOOD CENTER gains new customers every day. We're always adding new food products for your enjoyment. Super!**



Sonoma creek, with a fine new bridge over the creek which gave El Verano access to the station on the Northwestern Pacific railroad which was originally known as "Kings Crossing," which was then changed to Verano. In the summer, with many resorts in El Verano, as many as six buses met the train at this station, as a great many patrons of the resorts came from San Francisco. The first of these resorts was called El Verano Villa, A. Nevermount, proprietor. Other resorts were established by G. Dutil, P. Lounibus, F. Benjamin, H. Koerner, P. Rossi and C. Danielli.

These places were well patronized by San Francisco policemen and firemen and their families, who went to the hot sulphur baths at Boyes Hot Springs, only then begun to be known and developed. The rates at these resorts were \$5 or \$6 a week.

The center of social activities was at the Bellvue hotel, the brick block built by the company. Dances were held there every Saturday night. Those operating the hotel at different times were: A Mr. Garrison (1890); later came Mrs. Corcoran, then Mr. and Mrs. Benjamin, also P. Serres. This building was demolished in 1937.

A newspaper was once established in El Verano, known as the Whistle, owned and edited by a Mr. Holmes. It ran for two years, then folded up. In 1890 a disastrous grass fire destroyed the western section of the development, and about half the houses standing, still unoccupied, were destroyed, and those left were mostly moved to a more central location, and are still in use.

the new depot of El Verano. This consisted of the Clark and Craig ranches.

The company had hopes of settling a Salvation army and Homecrafters on the land. These plans failed, but a town was established nevertheless. The boundaries of the property were: East, Sonoma creek; south, Petaluma road via Koerner's corners; west, Carrigan ranch at the foothills; north, Craig road. Over \$100,000 was spent in all. Streets were graded, and many trees planted. One hundred houses were designed and built by an architect named Pattianni. The houses were very well built and in good taste and design. They were built at wide intervals in the tract. A large brick block was erected for a hotel and business center. Excursions were given from San Francisco by the railroad, and lots and small tracts were sold at auction. When enough had been sold, according to agreement, a lottery or drawing was held, at which time purchasers who were lucky drew a lot with a house on it. Deeds to these properties were duly received by the lucky persons.

In order to get access to the new town, Napa street in Sonoma was extended to Sonoma creek where a bridge was built. A new county road was also opened on the north edge of the Maxwell ranch east of



A water system was established and maintained by L. L. Lewis, who built a reservoir in the western foothills, and the water was piped to El Verano from there. The ruins of the old reservoir are still there on the Von Hoosear ranch.

### **CHRYSTAL'S SMART SHOP**

Summer Clearance      Boyes Plaza      Close-out Men's Wear

**R. A. "BOB" MILLER — "Yours for Life"**

Insurance Exclusively      Next to Telephone Co., Sonoma

**FIELD'S UNION SERVICE, Main Corner, Boyes**

Heart of the city, super service—gas aid oil—Mechanic on duty.

### **MAINTAINING CONTROL**

In the past, we have all driven automobiles with hand gear-shifts and two-wheel brakes. In order to successfully operate a car, we had to learn to maintain control and in order to maintain successful operation, we had to continually practice that control.

Now we have automatic gear-shifts, hydraulic booster brakes, and power steering is becoming common. Soon it will be hard to find someone who can remember how he used to shift down a car on a dangerous grade, or carefully control uncertain brakes over hazardous roads, or wrestle with the steering wheel around curves or in heavy traffic.

In automobiles and industry, this relief of the human element is good—it's progress.

In government, the story is different. A constitutional democracy is a government of the people. The human element dare not be eliminated. The very existence of such a government depends on successful control of governmental powers by the people who depend on that constitutional democracy to maintain their way of life.

Someone will probably always attempt to take over the driving for us—to substitute "automatic gear-shifts" and "powered steering" for our direct control of those who represent us in the government machine.

See **GEORGE** at Boyes Springs Food Center for a wide variety of Tender MEATS—priced right, too. You'll like our superb beef!

Your Guests will be impressed when you bring them to **MISSION INN**, Boyes, for dinner. Service is superb, meals excellent. Try us.

Last-of-the-week Specials in the Finest of Meat. Our Steaks are famous. **MIKE & ROSE'S BOYES SPRINGS MARKET.**

MOVING? Finest service—local or long distance, right here in the Valley. **CLOUSE'S DELIVERY SERVICE.** Phone 2467.

Mighty good food and drink, always, at **SONOMA GOLF & COUNTRY CLUB.** Famed for fine Breakfast and Lunch. Dinners, too.